

**FAIR BOARD MINUTES  
NOVEMBER 1, 1995**

**FAIR BOARD**

John Thomas  
Linda Gray  
George Otten  
Ken Leahy (arrived late)  
David Lintz (arrived late)

**STAFF**

Cal Wade  
Patti Lamborn  
Earl Bemis  
Jerry Wood  
Sue Oxendine

**GUESTS:** Tri-Met artists: Rebecca Banyas, Bill Will; Rodeo Board Committee: Fred Boyles, Marlene Spadt, Larry Gast, Rocky Williams, Jim Debs, Karen Debs, Larry Bellamy, Claude Werner, John Robinson; 4-H Horse Advisory: Bill Peterson, Joanne Fisher; Terry Amato, Swearingen and Amato Advertising

**CONSENT AGENDA**

**MOTION: MOVED BY LINDA GRAY, SECONDED BY GEORGE OTTEN, TO ACCEPT THE CONSENT AGENDA. MOTION PASSED 3-0.**

**RODEO BOARD**

The dance was held October 28. The profit thus far is \$27.

The board presented copies of cost proposals for stock pen expansion and an additional day of rodeo. Estimated costs for stock pen expansion are \$3,527. Some of these costs might be reduced with donated materials. Estimated costs for a one day expansion of the rodeo are \$8,105. The rodeo board expressed confidence at finding sponsors to off set the additional costs.

Plans are to expand seating with 500 additional bleacher seats between grandstand and booster booth. The fire marshall has not been consulted on the feasibility of this location in relation to fire codes.

The board also proposed having added money per event for a total of \$1,500 per event.

Thomas asked if additional sponsors had been found. Boyles said they expect an answer from one of the potential sponsors by the time the board leaves for finals the end of November. He also wants to pursue banks and Les Schwab.

According to Williams, the existing event sponsorships can be raised because the fifth day will be an added value to the sponsorship.

Wade stated that as of right now, the sponsorship the rodeo board is looking at will give them a net \$5,000 rather than the \$10,000 as the rodeo board is presenting. The potential sponsor they are now talking with is an existing fair sponsor of truck pull and one which would take the place of Dodge who is a rodeo sponsor. The possible loss of both those

equals around \$5,000. There is always the unlikely possibility that the sponsor might do both the truck pull and rodeo.

Wade also reminded the rodeo board and fair board that he was supposed to have received the information prior to the fair board meeting in order to give him time to analyze the figures for budgetary purposes. He had done his own analysis and his figures do agree with the rodeo board within \$1,000.

The 1995 rodeo cost \$79,000 to produce. The additional day plus the added money would require an additional \$17,000 - \$18,000. Wade would like additional time to analyze the income side. Werner said he would notify Wade as soon as he hears from the sponsor.

Rodeo committee members expressed confidence that they could sell all the events and chute signs providing they could get an early start. A major selling tool is the Entertainment Guide. The guide's deadline is around the first of June so sponsors need to be on line by then.

Wade said the staff has talked about working in the fifth day of rodeo and have touched base with the draft horse people. Wade believes there is a way to work it all in, but he stressed the need to have a better idea of the budget before a final decision is made. There is absolutely no way to guarantee that sponsors will offset the added expenditures.

Spadt reiterated the fact that the rodeo has a good rapport with their sponsors. Three chute sponsors were filled at the last minute in 1995. Amato said to estimate the number of increased sponsors was premature, but he gave a professional endorsement to the rodeo committee and said they were a very dedicated group.

Otten stated that he realized the rodeo board needs an answer, but he does not know all the ins and outs of a five day rodeo and would like to get more input from staff.

Wade said he was personally in favor of the five day rodeo, but he is worried about the budget and needs to have a comfortable feel for the sponsorship potential before a decision can be reached. Existing costs need to be offset before additional monies should be allocated. He showed a cost comparison of the rodeo over the past five years and how the expenditures have increased. Some of the extra costs have been offset by sponsors. Also there was \$8,700 taken in last year for the grandstand seating.

Thomas asked if the entertainment budget could be cut to give additional money to rodeo. Wade said the fair board can do anything, but cautioned against "handcuffing ourselves" with a decreased entertainment budget.

Gray said she was impressed with the report and work but wished it would have gotten to the board sooner so that they would have had a chance to study it more. She stated that it was important to keep the country aspect in the fair as much as possible.

Further discussion was tabled to give fair board member, Ken Leahy, time to study the report. Leahy arrived towards the end of the discussion.

### **BOOSTERS**

No report.

### **MARKETING**

October was a nice month. Haunted Caves was hosted by the Active 20/30 Club. All maintenance team members are helping with the tear-down and clean-up.

The OSU surplus auction is coming back. The first one will be held in January.

An Amish Quilt Show has booked for August. Lamborn is in final negotiations for a National Specialty Beagle Show.

### **MAINTENANCE**

This month's report was given by Earl Bemis. He introduced Jerry Wood who has just been moved from temporary to permanent hire. Wood will support the event staff and assist in maintenance, especially in the area of the barns. The team wants to utilize the barns more during interim and they also need refurbishing for the fair season. Wood will also manage restitution and community service personnel.

Wold will move back into the landscape of the grounds. He is also in charge of the arena and RV park. A second RV site near the rodeo office is being developed. The team is waiting to hear from the City of Hillsboro for a permit.

Albert Flanagan continues to handle events. He has assisted with gutter cleaning and barn restoration.

Virginia Boje, our Green Thumb worker, has been assisting with landscape projects. She has also been working with Vanguard employees to help expose them to the work place environment.

Jordan overhauled the Case trencher and one AMT. He has also been working on the second RV site.

Bemis enclosed the barns for the boat/RV storage and has been obtaining information on the seismic upgrade for the ME Building.

Spadt complimented Flanagan and the crew on their helpfulness during the dance and clean up. She asked if the RV park will impact the rodeo. The sites will not be rented out during the fair and the rodeo will not be able to use the electrical hookups on the new sites because of the power drain.

## FAIR/RODEO

Terry Amato, who is with the fair's advertising firm, was on hand to answer questions and concerns posed by the rodeo board regarding the sponsorships. There had been a note in the rodeo board minutes that they wanted to handle their sponsorships exclusively. Amato wondered if he had not fully communicated with the rodeo what he does for the rodeo sponsors.

Werner said the rodeo wants to handle their sponsors in their own way and thus eliminate the commission paid to Amato.

Amato said that in order to fulfill the radio, TV, and print advertising promises in the sponsorship agreements, it is necessary to have someone coordinate the advertising to ensure the logos are properly inserted, the correct ads and tags are placed, and the proper avadavits are submitted to the sponsors following the event. This takes a tremendous amount of time and responsibility.

Werner said that would be their only problem. Spadt said the rodeo board already does most of the work on the sponsorships.

Wade stated that the 5% commission paid to Amato for the sponsorship advertising and follow-through does not come out of the rodeo budget. The commission is in the fair's professional services line item and any commission savings would not go to the rodeo budget.

Bellamy asked what the event sponsor gets from Amato. Amato said he was able to give extra radio spots and other extras to some sponsors to keep them happy. Rodeo board members admitted they did not know he did this.

Boyles requested earlier contact with the sponsors. He would like to know most of his sponsors by February.

Bellamy requested copies of all sponsor contracts. Amato had given copies of the contracts plus the sponsorship guidelines to Boyles for 1995.

Rodeo board members asked about the entertainment guide layout. They have concerns that non-rodeo advertisers are in the rodeo section. Oxendine replied that these were paid advertisers who get nothing other than the ad in the program. The ads pay for the publication of the book and the layout depends on the space available. The rodeo board could sell ads for the rodeo section if they wanted to restrict advertisers in the rodeo section. The sponsorship ad and logo size are determined by the sponsorship size. Amato and the fair office have a breakdown of sponsorship trade-offs which was shared with Boyles at one time.

Amato and rodeo board agreed to meet once a month. Amato will prepare a master list of sponsors for the fair and rodeo. Some sponsors have exclusivity of product and must be protected. The two parties agreed to meet after convention.

#### **TRI-MET ARTISTS**

Tri-Met artist, Bill Will, presented the latest drawing of the new transit station parking area and walkway. A path will curve along the west side of the parking lot toward 34th Street. Trees will be planted west of the pathway to shade pedestrians. The focal point at the station will be a giant trophy. Ivy and roses will be planted to grow around and up the base of the trophy. Weather vanes have been placed at all westside light rail stations. The Fair Complex station will have weather vanes with different vintage planes.

Fair board members concurred that this was acceptable.

#### **4-H HORSE ADVISORY**

Joanne Fisher and Bill Peterson, representing the 4-H Horse Advisory, said they are going to have a representative at each fair board meeting to increase the communication between the two groups and to prevent misinformation getting back to the horse superintendents and leaders.

The box stalls at the 1995 fair were an overwhelming success. There were no injuries to horses or exhibitors as a result of stalling. The Advisory Board wants to know if the box stalls will continue. There have been rumors that tie stalls will be rebuilt.

Wade said he would like to clear up the misconception that the tie stalls were taken out because the fair did not want the horses here. The tie stalls were removed because of the poor state of disrepair. They were going to be replaced with new tie stalls, but the box stalls were considered a better alternative for the 1995 fair. Fair staff were requested to hold off until after the 1995 fair.

Oxendine remarked that the box stalls were placed in the barn for the Showcase of Horses. A better way of showing off horses at the fair had to be found, thus the Showcase idea. She shared cost comparisons of different box stall alternatives. These includes purchasing used stalls or new stalls or building stalls as an alternative to purchasing. All are expensive and would require some form of fund raising.

Another challenge is finding a place to put up enough box stalls to house all the 4-H horses. Some of the alternatives are not very portable which would rule out the rodeo pasture. Lane Co. who rented the stalls to us in 1995 will not rent them out any more. The set up and take down of the stalls also put a big strain on the 4-H leaders and maintenance staff who took on the job.

Williams believes an aggressive 4-H horse group could put on a show and raise enough money to rent or purchase stalls.

Fisher said that 4-H does try to do some fund raising. Many of the kids do not have money for the stalls and 4-H tries to help with the costs. A tack sale was held in November at Yamhill County. The Fair Complex is too expensive, charging \$150 for a day plus requires insurance.

Yamhill Co. gave 4-H a building for \$75 with a second day free. Yamhill was easier to work with and welcomed them.

Lamborn asked why OSU won't cover the fund raisers. Gray replied that OSU only covers educational uses by 4-H.

**MOTION: MOVED BY DAVID LINTZ, SECONDED BY GEORGE OTTEN, TO GIVE 4-H FREE USE OF THE BUILDING FOR THEIR TACK SALE, EXCEPT FOR INSURANCE.**

**DISCUSSION:** A comparison of 4-H use policies at Clackamas, Yamhill, and Washington Counties was handed out to the fair board. They were also given informational billings Lamborn does for all 4-H events, excepting the arena. Horse groups get free use of the arena except for paying clinics where they are charged \$60 a day. Community groups with paid shows may rent the arena for \$120, and commercial ventures pay \$400. Lamborn said she is planning to use the information on the billings to write a grant to offset 4-H expenses.

Wade stated that perhaps this should be taken under advisement and 4-H and the fair office should meet to discuss fund raiser rates. Caution must be taken or other groups will expect the same lower rates.

Williams said he was on the fair board when the policy was voted on to charge some fee for the 4-H fund raisers. He and Wade both said that all user groups must be treated equally because our funds are considered public.

Lintz withdrew his motion after hearing the information as presented.

Peterson stated there is pressure to move 4-H Horse Fair to Yamhill due to costs incurred per child. The fair can go to Yamhill for the cost of renting 250 stalls. The move equates to renting a stall for \$60. He doesn't want to see the move happen.

Wade said that unfortunately we don't have a facility to start with, and 1995 was experimental. Everyone is in complete agreement that the box stalls are great to have but the cost of them is a challenge. This year was also labor intensive for all concerned which did not work for either 4-H or staff. Also Leahy incurred expenses by hauling the stalls back to Lane Co.

Research will continue to bring about a resolution for this year's fair.

### **RODEO DISCUSSION CON'T.**

The costs as presented are based on so many people coming to see the rodeo. The rodeo board based their costs on the number of people standing to see a performance.

The costs were recalculated to an average of \$20,000 per day for five days. This includes added money and additional bleacher seat rental.

Wade reminded the board again that the rodeo board had been instructed to bring the information to him prior to the meeting so that he would have time to analyze the data. This is the first time he has seen the proposal and he can't make a recommendation until he has a chance to study the figures and budget.

Williams and Boyles will meet with Wade prior to November 15 on additional sponsors. A decision will be reached by the 15th.

Lintz agreed that a decision should be postponed until further study is complete. There is a potential for a loss of revenue and everything must be taken into account before the decision can be reached.

Gray stated that if the fair board makes the commitment to go to a five day rodeo the rodeo board should not be asked to burden the costs alone. Wade replied that the rodeo at this point is a long way from making it on its own. The difference is charged off as good entertainment since the rodeo is such an important part of the fair.

### **BINGO**

John Duvall with Glencoe Bingo has approached Lamborn with a proposal to start up one night in January and expand to two in February. Lamborn recommended not re-entering the bingo market by ourselves.

Glencoe Bingo would work if the Complex utilizes the Green Thumb employee and restitution help for set-up and tear-down. The Fair Complex has the potential to net a minimum of \$400 a week. Glencoe Football Bingo has a large cadre of volunteers and a loyal following to make it work.

Gray mentioned that 4-H would like to partner with the fair and are looking for a fund raiser. Perhaps they could take a night.

**MOTION: MOVED BY LINDA GRAY, SECONDED BY KEN LEAHY, TO PROCEED WITH THE RECOMMENDATION OF GLENCOE FOOTBALL BINGO AS PRESENTED BY LAMBORN. MOTION PASSED UNANIMOUSLY.**

## **REVISED BUDGET**

Wade presented the mid year revised budget.

He is keeping a close eye on payroll expenses. Hotel/motel revenues should offset the payroll. All other operating expenses are covered by interim and fair income.

Wade stated that in order to fix the ME the fair board will have to borrow money and spread it out over three years. He is considering going to the county and asking to borrow the necessary funds.

**MOTION: MOVED BY LINDA GRAY, SECONDED BY KEN LEAHY, TO APPROVE THE REVISED BUDGET AS PRESENTED.**

**DISCUSSION:** Wade pointed out a potential problem with the budget's bottom line. He needs to take a further look at it to see if an error has been made on the printout.

**MOTION AMENDED: LINTZ AMENDED THE MOTION TO READ THAT THE REVISED BUDGET IS APPROVED TO NOT EXCEED THE ORIGINAL BUDGET.**

## **MAIN EXHIBIT BUILDING**

Bemis presented some "ball park" figures he has received from various contractors on the seismic upgrade of the ME. The proposed cost figures are based on the different options as prepared by VanDomelen Engineers. The contractors picked an option they felt was most feasible and based their costs on the option. Some contractors gave a recommendation but did not include any preliminary costs.

VanDomelen had encouraged getting the preliminary general budget figures. Detailed bids will be received after detailed specifications are drawn up.

The consensus between fair board and staff was to go with the inside option which would be more aesthetically pleasing. This is also the option that will put the building off line the longest period of time. Lamborn, Bemis, and Wade met and decided the interior option of sheet rock would offset the costs and inconvenience.

Lintz said he would like to call Gary Lewis of VanDomelen about the interior approach.

We will have to go out with an RFP.

Wade asked for direction from the board. The only down time for the building is at the end of the calendar year.

**MOTION: MOVED BY DAVID LINTZ, SECONDED BY LINDA GRAY, TO HAVE WADE GO TO THE COUNTY AND ASK FOR \$100,000 AND PROCEED**



**WITH VANDOMELEN AND PREPARE A BID. BY THE DECEMBER FAIR BOARD MEETING COSTS AND FINANCING ABILITY WILL BE KNOWN. MOTION PASSED UNANIMOUSLY.**

#### **TRI-MET**

Lamborn and Wade met with Tri-Met regarding the 34th Street road construction. They agreed the parking must be controlled.

Today Tri-Met started removing the dirt from the bike track.

The Fair Board agreed that the artists had their stamp of approval. Otten will phone them and let them know.

#### **CONVENTION**

The Oregon Fairs Convention is scheduled for November 17 - 19. Board members were asked to get back to Oxendine by Friday, November 3, if they were planning to attend. Meal reservations must be submitted soon.

#### **BONNIE HAYS DINNER**

Board members were reminded of the recognition dinner Thursday, November 2.

The meeting was adjourned into Executive Session pursuant to ORS 192.610-192.690 to discuss personnel.

Minutes  
Executive session November 1, 1995  
Washington County Fairboard

Meeting called to order 8:30 PM by chairman John Thomas. Board members present were Chairman John Thomas, Dave Lintz, Ken Leahy, George Otten and Linda Gray. staff present were Executive Director Cal Wade, Sue Oxendine and Earl Bemis, Maintenance.

Oxendine gave a brief statement and left. After some discussion Bemis was asked to make any statement he might have. He did so and then left.

Thomas asked each one of the Board members how they felt. All four felt the apology was acceptable. Thomas felt the letter should have been addressed to Oxendine.

Wade stated "he was caught in; the middle. A very hard position, Oxendine at one end and the Board at the other. However, due to my interpretation of the County Personnel rules, I have no choice but to recommend the dismissal of Fred Boyles. I am sorry, I did not want this to happen".

After much discussion and after Linda Gray brought out the new County Harassment policy it was concluded that Wade should go to the manager of Human Resources at the County and Ken Leahy would contact an outside attorney.

Thomas then asked Wade for an update on the Tri-Met purchase of Real Estate. Wade reported there really wasn't a whole lot to report. He and Lintz have met with the Tri-Met property person, Paul Schray, and a representative from ODOT, John Baker. ODOT has a contract with Tri-Met to handle real estate closing for them.

We asked for the appraisal of their Gardner/Beedom property and a clarification of a few other items. Lintz stated his concerns of a remark by ODOT ( Baker) about value. Lintz stated that Wade had challenged Bakers Remark. Lintz agreed with Wade.

Wade then informed the Board of an additional meeting with Schray, Baker and Rob Ewing, the track manager. He is from the consulting firm of BRW Inc. Dan Mills, Traffic Control, also with BRW. Patti Lamborn from staff also joined us. The purpose of the meeting was scheduling of road work on 34th. during this discussion progress of the purchase was mentioned. Schray wanted confirmation that we had received the Gardener/Bedam appraisal. We discussed the BMX dirt. Wade asked for help to get rid of it. Baker wanted to Know why we felt it was our responsibility. Wade told him some

of it had been added after the announcement of Lite Rail . We do not necessarily feel all of it is our responsibility, but we are trying to keep it from becoming an issue.

Wade told the Board that as of today Tri-Met was taking some of the dirt out. Wade does not know what volume they plan to take.

Wade then asked to go back to some of the previous discussion and asked for clarification. Lintz (who had the Information) was concerned that some of it may have been in confidence. He said he would clear it and get back to Wade.

Meeting adjourned approx. 9:30 PM.

Respectfully submitted

A handwritten signature in cursive script that reads "Cal Wade". The signature is written in black ink and has a long, sweeping horizontal line extending to the right.

Cal Wade  
Executive Director